<u>CLAIMS</u>

1.   A method for controlling display of a keyword advertisement, comprising the steps of:

defining, in response to input of a keyword by a searcher, a plurality of locations where search listings are displayed on a web page, as unit display zones in association with the keyword;

receiving bid data corresponding to a first unit display zone from an advertiser, the first unit display zone being one of the plurality of unit display zones associated with the predetermined keyword;

associating the advertiser with a predetermined search listing;

receiving automatic bid data corresponding to at least one unit display zone except the first unit display zone, among the plurality of unit display zones associated with the keyword, from the advertiser;

if the bid data of the advertiser are successfully bidden through a predetermined bid process for the first unit display zone, assigning a display right in the first display zone to the search listing associated with the advertiser;

if a predetermined transfer condition for the assigned display right is satisfied, depriving the search listing associated with the advertiser in the first unit display zone of the display right; and

if the search listing in the first unit display zone is deprived of the display right, performing a re-bid process for the input automatic bid data.

2.   The method as claimed in claim 1, further comprising the step of:

if the automatic bid data are successfully bidden through the re-bid process, assigning a display right in a unit display zone corresponding to the automatic bid data that have been successfully bidden, to the search listing associated with the advertiser.

3.   The method as claimed in claim 2, wherein the step of assigning the display right in the unit display zone corresponding to the automatic bid data that have been successfully bidden, to the search listing associated with the advertiser comprises the

steps of:

if two or more pieces of automatic bid data are successfully bidden, designating one piece of automatic bid data on the basis of a selected display priority condition; and

controlling the display right to be assigned to the search listing only in connection with the unit display zone corresponding to the designated automatic bid data.

4.   The method as claimed in claim 3, wherein the display priority condition includes one or more conditions selected from the group consisting of an arrangement order of the unit display zones corresponding to the automatic bid data that are successfully bidden, the amount of fees per single click in the automatic bid data that are successfully bidden, and selection of the successfully bidden automatic bid data by the advertiser.

5.   The method as claimed in claim 1, wherein the automatic bid data include the highest payable fee per single click, and

the step of performing the re-bid process for the input automatic bid data comprises the steps of:

recording the automatic bid data in corresponding predetermined record areas, respectively, in association with the deprival of the display right;

assigning a predetermined rank to each piece of the bid data recorded in the record areas, including the automatic bid data, the rank being assigned on the basis of the fee per single click; and

if the automatic bid data have the highest rank, determining the corresponding automatic bid data as a successful bid.

6.   The method as claimed in claim 1, wherein the bid data include the highest payable fee per single click, and

the step of assigning the display right in the first display zone to the search listing associated with the advertiser comprises the steps of:

associating the first unit display zone with a record area of a predetermined bid

field in response to the input of the bid data;

recording the input bid data in a predetermined record area corresponding to the first unit display zone;

assigning a predetermined rank to each piece of the bid data recorded in the record areas, including the bid data, the rank being assigned on the basis of the fee per single click in the bid data; and

determining one piece of bid data with the highest rank as successful bid data, and assigning the display right to the determined bid data.

7.   The method as claimed in claim 1, wherein the transfer condition is associated with the record of new bid data in a record area corresponding to the first unit display zone, and

the step of depriving the search listing associated with the advertiser in the first unit display zone of the display right comprises the steps of:

re-calculating a rank for each piece of the bid data recorded in record areas, including the new bid data; and

if the rank of the new bid data becomes the highest rank through the re-calculation of the rank, transferring the display right in the first unit display zone from the search listing associated with the advertiser to a search listing associated with the new bid data.

8.   The method as claimed in claim 1, wherein the transfer condition is associated with the expiration of a predetermined contract for the search listing, and

the step of depriving the search listing associated with the advertiser in the first unit display zone of the display right comprises the steps of:

performing again the bid process for one or more pieces of bid data recorded in record areas corresponding to the first unit display zone, except the bid data of the search listing that has been deprived of the display right; and

determining one piece of bid data with the highest rank as successful bid data through the re-execution of the bid process, and transferring the display right in the first unit display zone from the bid data to the successful bid data.

9.   The method as claimed in claim 8, wherein the expiration of the contract is generation of a request for stopping the keyword advertisement for the search listing by an advertiser, the search listing having the display right in the first unit display zone and being associated with the advertiser, exhaust of predetermined advertising deposits, and expiration of a predetermined advertising contract term.

10.   A method for controlling display of a keyword advertisement, comprising the steps of:

defining, in response to input of a keyword by a searcher, a plurality of locations where search listings are displayed on a web page, as unit display zones in association with the keyword;

receiving betting bid data corresponding to two or more unit display zones from an advertiser, the two or more unit display zones being ones of the plurality of unit display zones associated with the predetermined keyword;

associating the advertiser with a predetermined search listing;

performing a predetermined bid process for the input betting bid data, and setting at least one or more pieces of betting bid data that are successfully bidden as valid bid data;

designating one piece of the set valid bid data as valid bid data if the advertiser selects a specific bid, and determining a unit display zone associated with the designated valid bid data as a first unit display zone;

assigning a display right in the determined first unit display zone to the search listing associated with the advertiser;

if a predetermined transfer condition is satisfied, controlling the display right for the search listing associated with the advertiser in the first unit display zone so as to be transferred to another search listing that participates in the bid for the first unit display zone; and

performing again the bid process in a unit display zone corresponding to automatic bid data, using remaining valid bid data except the designated valid bid data and the betting bid data as the automatic bid data.

11.   The method as claimed in claim 10, wherein the step of performing again the bid process in the unit display zone corresponding to the automatic bid data comprises the steps of:

controlling the bid process to be preformed in the unit display zone corresponding to the automatic bid data;

if a plurality of the automatic bid data are successfully bidden through the bid process, designating one piece of the automatic bid data on the basis of a selected display priority condition; and

controlling the first search listing to be displayed in a unit display zone for which the designated automatic bid data participate in the bid.

12.   The method as claimed in claim 11, wherein the display priority condition includes one or more conditions selected from the group consisting of an arrangement order of second unit display zones associated with the automatic bid data that are successfully bidden, the amount of fees per single click in the automatic bid data that are successfully bidden, and selection of the successfully bidden automatic bid data by the advertiser.

13.   A computer-readable recording medium in which a program for executing a method according to any one of claims 1 to 12 is recorded.

14.   A keyword advertisement display control system, comprising:

a location defining means that, in response to input of a keyword by a searcher, defines a plurality of locations where search listings are displayed on a web page, as unit display zones in association with the keyword;

an interface means that receives bid data corresponding to a first unit display zone of the plurality of unit display zones associated with the keyword, and automatic bid data corresponding to at least one unit display zone except the first unit display zone among the plurality of unit display zones associated with the keyword, from the advertiser;

a bid processing means that, if the bid data of the advertiser are successfully bidden through a predetermined bid process in the first unit display zone, assigns a display right in the first display zone to the search listing associated with the advertiser; and

a display right transfer means that, if a predetermined transfer condition for the assigned display right is satisfied, deprives the search listing associated with the advertiser in the first unit display zone of the display right,

wherein the bid processing means performs a re-bid process for the input automatic bid data if the search listing in the first unit display zone is deprived of the display right.